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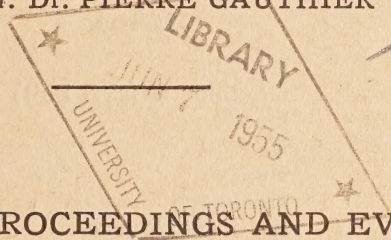
Government
Publications

HOUSE OF COMMONS

Second Session—Twenty-second Parliament
1955

SPECIAL COMMITTEE
ON
BROADCASTING

Chairman: Dr. PIERRE GAUTHIER



MINUTES OF PROCEEDINGS AND EVIDENCE
No. 6

TUESDAY, MAY 10, 1955

WITNESS:

A. Davidson Dunton, Chairman of the Board of Governors of the Canadian
Broadcasting Corporation.

EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1955.

SPECIAL COMMITTEE ON BROADCASTING

Chairman: Dr. Pierre Gauthier

Vice-Chairman: Mr. G. D. Weaver

and

Messrs.

Balcer
Beaudry
Boisvert
Bryson
Carter
Cauchon
Decore
Diefenbaker
Dinsdale

Fleming
Gauthier (*Nickel Belt*)
Goode
Hansell
Henry
Holowach
Kirk (*Shelburne-
Yarmouth-Clare*)
Knight

McCann
Monteith
Reinke
Richard (*Ottawa East*)
Richardson
Robichaud
Studer

R. J. Gratrix,
Clerk of the Committee.

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ORDER OF REFERENCE

TUESDAY, May 10, 1955.

Ordered,—That the said Committee be empowered to meet in Montreal, Quebec, on Friday, May 20, 1955.

Attest.

Leon J. Raymond,
Clerk of the House.

REPORT TO THE HOUSE

MONDAY, May 9, 1955.


The Special Committee on Broadcasting begs leave to present the following as its

FIRST REPORT

Your Committee recommends that it be empowered to meet in Montreal, Quebec, on Friday, May 20, 1955.

All of which is respectfully submitted.

DR. PIERRE GAUTHIER,
Chairman.



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MINUTES OF PROCEEDINGS

Room 118,
TUESDAY, May 10, 1955.

The Special Committee on Broadcasting met at 11.00 o'clock a.m. this day. Dr. Pierre Gauthier, the Chairman, presided.

Members present: Messrs. Decore, Dinsdale, Fleming, Gauthier (*Nickel Belt*), Goode, Hansell, Henry, Knight, McCann, Richard (*Ottawa East*), Robichaud, Studer and Weaver.

In attendance: From the Canadian Broadcasting Corporation: Messrs. A. Davidson Dunton, Chairman of the Board of Governors, J. A. Ouimet, General Manager, W. G. Richardson, Director of Engineering, H. Bramah, Treasurer, C. R. Delafield, Director, International Service, R. C. Fraser, Director of Press and Information, D. Manson, Special Consultant, J. P. Gilmore, Co-ordinator of Television, M. Carter, Executive Assistant, S. Schnobb, Assistant Treasurer and J. A. Halbert, Assistant Secretary.

The Chairman presented the Third Report of the Sub-Committee on Agenda and Procedure as follows:

"Your Sub-Committee met at 12.55 o'clock p.m. on Friday, May 6, 1955, with the following members present: Messrs. Boisvert, Decore, Knight, Monteith and the Chairman.

Your Sub-Committee agreed that, pursuant to an invitation extended by Mr. Dunton and previous discussion in the Committee, the Chairman seek permission from the House for the Committee to meet in Montreal on Friday, May 20th, for the purpose of visiting the Montreal establishment of the C.B.C.

Your Sub-Committee also agreed to recommend

1. That the Committee meet each Tuesday and Thursday at 11.00 o'clock a.m. and 3.30 o'clock p.m. and each Friday at 11.00 o'clock a.m. until consideration of all matters referred have been concluded.

2. That, due to the unavoidable absence of certain members of the Committee on Tuesday, May 10, should the Committee complete its consideration of the Annual Reports of the C.B.C. to the point where the financial statement is the next item of business, consideration of the said financial statement be postponed until Thursday, May 12.

All of which is respectfully submitted.

Dr. Pierre GAUTHIER,
Chairman."

On motion of Mr. Goode,

Resolved,—That the Third Report of the Sub-Committee on Agenda and Procedure be adopted.

The Committee resumed its detailed examination of the Annual Report 1953-54 of the Canadian Broadcasting Corporation. In response to a request by Mr. Decore, Mr. Dunton tabled the following documents:

1. Sample scripts of broadcasts over the International Service,
2. Sources of information available to the Eastern European Sec-

tions of the International Service,
and was examined thereon.

Mr. Delafield answered questions specifically referred to him.

Mr. J. A. Ouimet, General Manager, answered a question asked by Mr. Richard (*Ottawa East*) at a previous sitting as to the cost of construction of television stations CBOT and CBOFT Ottawa.

At 12.45 o'clock p.m., the Committee adjourned to meet again at 3.30 o'clock p.m. this day.

AFTERNOON SITTING

Room 118,
TUESDAY, May 10, 1955.

The Committee resumed at 3.30 o'clock p.m. Dr. Pierre Gauthier, the Chairman, presided.

Members present: Messrs. Boisvert, Bryson, Decore, Dinsdale, Fleming, Gauthier (*Nickel Belt*), Goode, Hansell, Henry, Kirk (*Shelburne-Yarmouth-Clare*), McCann, Richard (*Ottawa East*), Studer and Weaver.

In attendance: Same as at the morning sitting and Mr. E. L. Bushnell, Assistant General Manager, and Mr. G. Gordon Winter, Canadian Representative of The British Broadcasting Corporation.

On motion of Mr. Goode,

Resolved,—That the Clerk of the Committee accompany the Committee to Montreal on Friday, May 20th, 1955.

The Committee resumed its detailed examination of the Annual Report 1953-54 of the Canadian Broadcasting Corporation, the examination of Mr. Dunton continuing.

In reply to a question asked by Mr. Fleming at the morning sitting, Mr. Dunton tabled the following documents:

1. International Shortwave Broadcasting Service—Expenditure and Revenue from 1950-51 to 1954-55 inclusive,

2. International Shortwave Broadcasting Service—Capital Expenditures from 1950-51 to 1954-55 inclusive,

3. International Shortwave Broadcasting Service—Maintenance and Operation, 1954-55 expenditure and estimated expenditure for 1955-56, and was examined thereon.

On motion of Mr. Fleming,

Ordered,—That the said documents be printed as an appendix to this day's evidence. (*See Appendix "A"*).

Messrs. Delafield, Richardson and Bushnell answered questions specifically referred to them.

At 4.55 o'clock p.m., the Committee adjourned to meet again at 11.30 o'clock, a.m., Thursday, May 12, 1955.

R. J. Gratrix,
Clerk of the Committee.

EVIDENCE

MAY 10, 1955.
11.00 a.m.

The CHAIRMAN: Order, gentlemen, we have a quorum. I have the third report of the committee on agenda and procedure.

Your Sub-Committee met at 12.55 o'clock p.m. on Friday, May 6, 1955, with the following members present. Messrs. Boisvert, Decore, Knight, Monteith and the Chairman.

Your Sub-Committee agreed that, pursuant to an invitation extended by Mr. Dunton and previous discussion in the committee, the chairman seek permission from the House for the committee to meet in Montreal on Friday, May 20th, for the purpose of visiting the Montreal establishment of the C.B.C.

Your sub-committee also agreed to recommend

1. That the committee meet each Tuesday and Thursday at 11.00 o'clock a.m. and 3.30 o'clock p.m. and each Friday at 11.00 o'clock a.m. until consideration of all matters referred have been concluded.

2. That, due to the unavoidable absence of certain members of the committee on Tuesday, May 10, should the committee complete its consideration of the Annual Report of the C.B.C. to the point where the financial statement is the next item of business, consideration of the said financial statement be postponed until Thursday, May 12.

May I have a motion for adoption?

Mr. GOODE: I move the adoption of the report.

Agreed.

The CHAIRMAN: Mr. Dunton has several documents to file.

Mr. A. Davidson Dunton, Chairman, Board of Governors, Canadian Broadcasting Corporation. Called.

The WITNESS: I have in response to a request by Mr. Decore brought copies of sample scripts in the eastern European section of the international service for a week—the week of April 24th. This embodies commentary type of material in the eastern European section for that week.

By Mr. Decore:

Q. Does that take in all of the transmissions to countries behind the iron curtain?—A. Yes. There was also a request for a list of periodicals available for the use of the eastern European sections. We have that too. The material is all translated into either English or French, mostly into English. The first two items have been translated into French, but most are in English. I think perhaps that the heading on the list should be “periodicals” rather than the one given, “sources of information”, because this department has other information coming in from the Department of External Affairs, in addition to the publications.

By Mr. Goode:

Q. Who wrote the script on the Canadian Labour Scene and the Fair Employment Practices? Can Mr. Dunton tell me who wrote that and, before

he answers that question, who on the C.B.C. staff would write: "we do have the problem of racial and religious discrimination with us"? Who over a Canadian station would make a statement like that?

The CHAIRMAN: Is it in the first paragraph.

Mr. GOODE: No, the second paragraph.

The WITNESS: That would be a staff item written in a "pool" which provides some of these commentaries. I think that has been explained to the committee before—there is a central "pool" for turning out basic material of this kind for use in the service, and this material would come from that "pool".

By Mr. Goode:

Q. Then Mr. Dunton perhaps this should go on the record—just the start of the second paragraph of the Polish portion of the Canadian Labour Scene:

Now in Canada we don't have a Negro problem for the simple reason that the number of colored persons in this country in relation to the population as a whole is quite small.

And then it goes on to say:

But we do have—and we speak quite frankly about it—we do have the problem of racial and religious discrimination with us.

Who is the responsible script writer who wrote that?

Q. Some member of your staff must accept responsibility for it.—A. Yes, the international service.

Q. Would you think that that was fair comment to go out to the people behind the iron curtain?

Mr. STUDER: Where is this to be found?

The CHAIRMAN: It is in the script on the Canadian Labour Scene, Mr. Studer.

By Mr. Goode:

Q. It is in the Polish portion—the Canadian Labour Scene. What would be the reason for a commentator on the C.B.C. making such a statement to countries behind the iron curtain?—A. I am just looking at the script for the first time now, as you are, and I think the whole of the script should be taken into consideration. It goes on to say:

Fortunately it is not a problem of very serious proportions and certainly not in human memory has there been a case in this country of mass violence against any racial group.

Q. Are we on the defence or on the attack against communism. I am sure you would not have written that personally, Mr. Dunton.

By Mr. Fleming:

Q. I think the sentence which follows should go into the record too:

But this does not mean that racial or religious antagonisms don't exist as it is unfortunately only natural among a nation which had and still has to assimilate an immigrant population of many backgrounds, nationally, religiously and socially.

A. I do suggest, Mr. Goode, that this has to be taken partly in the context of the people to whom it is being directed. Our people know they are being constantly subjected to all sorts of propaganda about there being very great

religious and racial discrimination in North America, and taking the whole script into consideration I think you may find that perhaps to people like that it would not be too ineffective. It would not simply deny that there was any racial or religious discrimination at all. It would admit that there is some, and then it would go on to say how it is dealt with in this country—by the trade unions, the Fair Employment Practices Act, and so on.

Mr. GOODE: It says:

In Canada we don't have a Negro problem for the simple reason that the number of colored persons in this country in relation to the population as a whole is quite small.

Mr. ROBICHAUD: It is a fair statement.

Mr. GOODE: The converse is that if we had a large Negro population we would have a Negro problem on our hands. Does any member of the committee wish to agree with that? It is not a Canadian way of doing business.

Mr. ROBICHAUD: It does not say that.

The CHAIRMAN: Are there any other questions on that script?

By Mr. Fleming:

Q. Is Mr. Dunton making any comment?—A. No, I have not got any.

Q. Does Mr. Dunton defend a statement of that kind in the first place, and, in the second place, does he support the use of the facilities of the international service to send a statement of that kind from Canada to countries behind the iron curtain?—A. Of which kind?

Q. The kind which we have read here in those paragraphs. The one that Mr. Goode read and the one which I read—the following one.—A. I would suggest again that the script should be taken as a whole. The script has been put out. I think perhaps a little too much has been read into one isolated sentence.

Mr. KNIGHT: There is a statement in the last part of the paragraph, where one would expect to find a conclusion, in which the writer says:

This does not mean that anti-discrimination legislation is necessarily ineffective. On the contrary. Laws in a democracy are expressions of the will of the community and the branding of racial or religious intolerance as an offence against the community is a necessary prerequisite to the education of the public. It is above all for this reason that the Canadian parliament in 1953 passed a law known as the Fair Employment Practices Act.

I think that to some extent at least that takes the sting from the preliminary remarks which were quoted by Mr. Goode. That is on the record for what it is worth.

Mr. FLEMING: I would like to repeat my two questions, Mr. Dunton. Perhaps the reporter would read them.

The REPORTER (*reads*): Does Mr. Dunton defend a statement of that kind in the first place, and in the second place does he support the use of the facilities of the international service to send a statement of that kind from Canada to countries behind the iron curtain?

Mr. RICHARD (*Ottawa East*): He has answered that. He said you have to take the script as a whole.

By Mr. Fleming:

Q. Take it as a whole, or as individual statements; I would still like the answers to my questions, if my friend does not object to my asking them.

—A. I would say that this script was put out by the international service of the C.B.C. and that it was a useful script for the purpose for which it was designed.

Q. Do you approve of the statements which we have heard?—A. Which statements?

Q. The statements contained in the paragraphs which were read this morning.—A. I myself would probably have written it in a different way, if you want to put it on that basis. I have only had the chance of glancing over these pages, but it looks as if the script probably served a useful purpose, taking it all in all. It mentions the Fair Employment Practices Act which was passed by parliament. That presumably had a purpose.

Q. Yes. Then I will recall the statements which have been read particularly this morning, such as:

We do have—and we speak quite frankly about it—we do have the problem of racial and religious discrimination with us.

And further:

This does not mean that racial or religious antagonisms don't exist, as it is unfortunately only natural among a nation which had and still has to assimilate an immigrant population of many backgrounds, nationally, religiously and socially.

Do you think it is a proper use of the facilities of the international service to send statements of that kind abroad, particularly to countries behind the iron curtain?—A. I have endeavoured to explain what is the object of this. As members of the committee probably know, the authorities behind the iron curtain place a great deal of emphasis on the charge that there is very serious racial and religious discrimination in western countries. In dealing with a situation of this kind it is perhaps best not to make complete "blanket" denials which probably could be easily proved not to be completely true. Therefore, in scripts of this sort an effort is made to deal factually with this sort of thing and also to show how a western democracy operates. It is better to try to deal honestly with what is happening—though there may be differences of opinion with regard to the accuracy with which this is done—rather than to give complete "blanket" denials which the authorities on the other side of the iron curtain may be able to prove, in certain instances, to be completely wrong, and which may result in your whole information effort being cast under a cloud.

Q. I take it then you do think this program over the international service was justified. I am not trying to obscure the issue. On the contrary, I am trying to understand the position you are taking on it.—A. I just glanced at the script a few moments ago. I have endeavoured to explain the purpose behind it and the reason for which it was done, and a quick glance would seem to show me that the script as a whole would serve a useful purpose, although there may be some difference of opinion about the actual phrases used.

By Mr. Decore:

Q. What would you say would be the real purpose of these broadcasts—what are we in Canada trying to tell the people behind the iron curtain in all these broadcasts?—A. I would say, first of all to explain how much better the free democratic way of doing things is than the way things are being done in their countries, thereby to weaken them from their allegiance to their present governments—if they have it—and to their present regimes; to raise questions or doubts in their minds and to reinforce the feeling of people in

those countries who have democratic convictions by providing information and arguments to them. In general the purpose of these broadcasts is to promote the whole cause of the democratic way among those countries and their people.

Q. In other words, people will have a tendency to take the view that we are their friends?—A. Yes, and to reinforce the conviction that the democratic way is the best way, and that they have friends over here who are still doing things in a democratic way and that these methods are successful and working well in the free countries.

Then, I imagine quite a lot of people in those countries are more concerned in living their daily life than in forming any real political convictions. These broadcasts present the case to them, too, that the free way is the better way.

Q. We are stressing that in our broadcasts from Canada?—A. It is being stressed very heavily, and it runs right through the pattern of our transmissions. But there is an important manner of approach. Often the best way of approach is not to get up and reiterate slogans or general all-encompassing statements again and again. It is often much better to try and relate the information and the argument to the interests of the people concerned—to try to build up faith on their part in what is being said on this side—faith that it is honest and accurate and is really a concern of theirs. I think that if in all of the broadcasts from this side we merely made declarations in general terms it would be less effective than if we spoke in specific terms.

This script which we have before us, for example, is part of a continuing effort to present broadcasts on labour, and labour organization in Canada because of the fact that behind the iron curtain the labour organizations have become organizations of the state. These broadcasts would show, of course, that in the free world the workers organizations still mean something and operate in a free way. I think that speaking to workers about how labour organizations operate in a democracy can be very effective in its appeal.

Q. You say that recently there has been an increase in the number of hours of broadcasting to countries behind the iron curtain?—A. Yes.

Q. In what countries have these increases been made?—A. The amount of broadcasting to Russia has changed from seven to nine and one half hours; to the Ukraine, from three and a quarter to three and one half hours; to Czechoslovakia from five and a quarter hours to six hours; to Poland from three and a half hours to four and three quarter hours, and to East Germany from five and a quarter hours to six hours.

Q. What is the number of personnel in each of these sections? Can you tell me the number employed in the Czech, Polish, Ukrainian, Russian sections and so forth?—A. The average is eight.

Q. How many people are there employed in the Polish section?—A. There are seven or eight. If we could hold that question, we could get the exact information at a later date. It is about an average of eight.

Q. Each section has a person at the head of it, would that be right?—A. Yes, each section has an operating head.

Q. What are the duties of the heads of sections?—A. Directing the operations of the program to that area. As you know, they have no complete control over everything that goes to those particular areas because a lot of the material comes from central sources and is subject to a check back for policy content to central sources.

Q. Who is at the head of the Polish section?—A. Mr. E. C. Hamel.

Q. I understand Mr. Hamel is doing very good work, but that he is not of Polish origin, is that true?—A. I understand it is true, and that he is doing very good work.

Q. What I wanted to say is this. It seems to me that we are spending a lot of money on these broadcasts, and they are probably the only means of communication we have with countries behind the iron curtain. In order to convey to these people, let us say in Poland, what we have in mind here in Canada, I feel that the head of the section should be someone who is acquainted with the language, history and traditions, the type of thinking and the spirit of the country to which he is broadcasting behind the iron curtain.—A. Naturally many things are taken into consideration in appointments as section heads or to other positions in the service. There is the very important element of general ability in handling these important broadcasts to other countries. I might point out that in a section like this there are a number of people who speak the language and do the work on the air and who presumably have a fairly good knowledge of the country itself. We do not think that necessarily means that the head of the section, taking all the different factors into account, should be a person who does speak Polish and who has lived in Poland.

Q. As I say, from what I hear Mr. Hamel is doing an excellent job, and is very able, but without casting any reflection on him, I still think there are a lot of Polish Canadians in Canada from whom we could choose to be at the head of that section. I think a person can do a much more effective job if he knows the real thinking and the spirit of the people to whom he is broadcasting; especially the feeling in Poland.—A. As I say, our management tries to appoint to these positions the most able people they can taking many factors into account.

By Mr. Gauthier (Nickel Belt):

Q. What contacts has this man got with the Polish associations across Canada in order to know the thinking of the people? If people have just come from over there, they have a better idea of what is happening in that country.—A. As I say, the section includes a number of Polish speaking people who have, I think, quite wide contacts with a number of Polish groups and associations. Two of the members of the section were at a conference in Sudbury recently, for example.

By Mr. Fleming:

Q. Are there any other heads of sections in the international service who do not originally hail from the countries to which their particular section is engaged in broadcasting? Leaving out of account the case of some South Americans on Spanish broadcasts, what about the European countries to which you are broadcasting? Are there any cases there?—A. The English section—frankly, I do not know if the man happened to be born in England or not. I point that out as an example. I think there are other things to consider in a post as the head of a section besides personal knowledge of a country. After all, the international service is speaking for all of Canada, and it is useful and essential to have many people in the section who are closely familiar with the conditions of the country,—as familiar as is possible these days—but it is also vital to have people who have good knowledge and sound judgment about Canadian things.

Q. Coming to the original question, what heads of sections are not from countries to which their section is engaged in broadcasting? You mentioned the English section.—A. The French: Mr. Marcotte. Also the Ukrainian section; I understand the head was born in Canada.

Q. He is of Ukrainian extraction, is he not?—A. Yes, and of course Mr. Marcotte in the French section is of French extraction. Mr. Craine in the English section is originally of English extraction. The general Latin-American section head. Mr. Oteau was born in Canada, we understand, and was originally of French extraction.

Q. What section is he in?—A. Latin-American.

Q. Is the Latin-American section all one section, or is it broken down by countries?—A. It is one section.

Q. Let us look at the other European sections. What about the Dutch section?—A. Mrs. James was, I think, born in Holland.

Q. She was born in Holland and naturalized here?—A. Yes.

Q. And the German section?—A. There is no head for that section at the present time; it is vacant.

Q. Who is the acting head or the principal person in it?—A. The senior producer is Mr. Pick.

Q. Is he German by birth?—A. Yes, we understand so.

Q. And how recently in Canada?—A. Since the war. He is not the section head, you see.

Q. But his knowledge of Germany is quite recent, and he has had recent personal contact?—A. Yes sir.

Q. And then what about the Danish section?—A. The head has been in Canada a very long time.

Q. He is Danish born?—A. I presume so; we do not even know.

Q. Well, I am told that he is. The Swedish section?—A. By Mr. Persson.

Q. Is he Swedish born?—A. We do not know.

Q. I am told he is. The Norwegian section?—A. Mr. Smith.

Q. Is he Norwegian born?—A. I thought you were going to tell us. I imagine he is but I do not know. I do know that he has been in Canada a very long time.

Q. He is Norwegian born, is he not?—A. I imagine so.

Q. The Finnish section?—A. There is no Finnish section; it has been dissolved.

Q. Completely? Are you doing no broadcasting in Finnish now?—A. No. There may be some occasional relay broadcasts, although there is no regular service.

Q. The Austrian?—A. There is no section, but there are some occasional broadcasts from the German section.

Q. The Greek?—A. There is no section for it; again it is relayed broadcasting.

Q. You are not doing any broadcasting in Finnish, Austrian or Greek?—A. Just some relay programs now.

Q. But the principal persons on the international service staff are related to the Finnish, Austrian and Greek tongues?—A. We are not quite sure about the lady who deals with the Austrian programs.

Q. Is she Austrian born?—A. It is thought so.

Q. And the lady in charge of the Greek?—A. She is not staff; she works on these occasional relay programs.

Q. What about the Russian broadcasts?—A. There is a senior producer, but no section head.

Q. Is he Russian born?—A. Mr. Crippenoff—it is thought that he was born in France.

Q. I am told he was born in Russia, but was naturalized later in France. I understand he is of Russian extraction and hails from Russia. Apparently for Czech broadcasts behind the iron curtain, you have a section head—Mr. Schmolka; was he born in Czechoslovakia?—A. We understand so.

Q. And your Slovak broadcasts?—A. There is only one section. There is a producer for the Slovakian language generally.

Q. Who is the producer? What is his country of origin?—A. Mr. Schmolka. I understand he is from Czechoslovakia.

Q. Mr. Dunton, do you not think that weight should be given in the appointments, particularly in the very important Polish section, to the fact that we have very large numbers of highly educated and cultured Polish people in this country who have recently come from Poland, who know conditions there, who know the mind of the people there, and who one would think are in a position to be most uniquely valuable in helping to frame the type of broadcasts that might be sent to Poland over the international service if we are seeking to serve the purpose of carrying our way of life to the people behind the iron curtain, and trying to demonstrate that ours is better than the one under which they are suffering?—A. I would like to emphasize that in all the sections there are people with a close personal connection and knowledge of the countries involved, but it has been thought by our management, that in the appointments of the section heads it is not essential to have that personal connection and all the factors have to be considered—the factors of trying to find the best man to supervise the broadcasts, and giving consideration to the different factors including the fact that this is a projection of all of Canada, and not of one part of the Canadian population.

By Mr. Decore:

Q. Do you not think in connection with broadcasts to countries behind the iron curtain that the heads of the various sections making these broadcasts should be thoroughly acquainted not only with our Canadian way of life but should have a very solid background of the type of thinking, the history and traditions of the country to which they are broadcasting? One who cannot speak the language or does not know much about the history of the country cannot be expected to do this duty, and without casting any reflection on him I take Mr. Hamel as an example.—A. In the case of broadcasting to countries behind the iron curtain in particular the service in projecting Canada as a whole, and Canadian policy. As I say, the appointments are made by our management who endeavour to get the best organization possible to do that.

Q. You have Mr. Delafield there who is looking after all these groups, and he is doing an excellent job, but I think the heads of these various sections should be people who are acquainted not only with the Canadian way of life, but also with the type of thinking in the countries to which they are making the broadcasts.—A. All these broadcasts are made not just on the basis by any means of the personal knowledge of the section head, but on the basis of the vast store of information, policy and guidance from the Department of External Affairs relating to Canada.

Q. But the person at the head is the motivating force, and he gives guidance and action.—A. He is only one motivating force; particularly in broadcasts to the iron curtain countries there is a flow of material and policy coordination from outside the section.

Q. Is the section head not the main motivating force in that section?—A. I would not put it that way. Naturally he is important in directing the operations, but he directs the information very much as part of an overall Canadian team.

Hon. Mr. McCANN: I am not objecting to Mr. Decore's point of view, but is it not a fact that Mr. Hamel, who is the head of the section, has had long service in the C.B.C. or in the international service?

The WITNESS: Yes, he has wide experience.

Hon. Mr. McCANN: Was not seniority taken into account in his appointment?

The WITNESS: I would say seniority was taken into account to some extent, but I would say even more his experience and ability were taken into consideration.

Hon. Mr. McCANN: And that was a determining factor in making him the head of this section?

The WITNESS: Yes, he just seemed to be suited on the basis of experience, ability and general formation.

By Mr. Fleming:

Q. May I ask what position or section he was in prior to this appointment?—A. The “News” section of the international service.

Q. Had he been attached to any particular language or country section before this appointment?—A. No, he was in the news section and the news section covers all the language sections.

Q. At what level are the appointments made?—A. All appointments are made by the general manager.

Q. They do not come before the board?—A. No. New senior appointments come before the board for confirmation, but the general manager makes the appointment.

Q. But this is one that would not come beyond the general manager?—A. No, this one would not.

By Mr. Decore:

Q. I do not want to contradict what Dr. McCann has said, but I do not think seniority should play too important a role in such an appointment because we have many outstanding and able Canadians of Polish origin who could perform that type of service if they were given an opportunity, and I think they should be given that opportunity. With all due respect to Mr. Hamel, I think the job could be done much better if there was someone at the head of the section who was thoroughly acquainted with the language, history and traditions of those people.

Mr. FLEMING: And with their thinking in recent years, too.

The WITNESS: I would remind you again that there are a number of them in the sections who have all these familiarities and connections and so on.

By Mr. Hansell:

Q. Might I just suggest, Mr. Chairman, that the old slogan applies—“The proof of the pudding is in the eating”. I have not had the opportunity of reading all the scripts and I would reserve any general comment, but as I glance through one or two of them, and the one which Mr. Goode brought up a little while ago, I cannot see that there is too much to complain about in them. I remember at a United Nations meeting in Paris two or three years ago I heard Mr. Vishinsky talk of our capitalist system, and he referred to us as having slave labour in the democracies. While this message might be criticized concerning the use of certain phraseology on the whole I think this script would give the lie to Mr. Vishinsky. I was also looking at another one. As I say, I would reserve any overall judgment on them, but I came across this message concerning the federal-provincial conference. When I first looked at the title I asked myself: “Why on earth would the Russian people want to know anything about our federal-provincial conference?” and my first thought was to be critical, but later I read further down on the page these paragraphs which I think are significant;

(a) No Premier will resign during the conference with a public confession admitting responsibility for unemployment or lack of experience in his position as did Malenkov.

(b) There will be no “thunderous applause and all stand” to any speeches that Premier St. Laurent may make, however popular and

non-controversial his subject. On the contrary, chances are that some of the discussion may well be quite heated.

I think that is a fairly good way of putting it over to the Russian people.

(c) No one will be demoted or jailed or transferred for corrective training to any camp as a result of the conference or in relation to any of the conference proceedings.

(d) There will be no fleets of black escorted limousines escorted by squads of police travelling through Ottawa at high speed to and from the meeting places. On the contrary, it is quite likely that many of the premiers will frequently use the bus or the streetcar, or walk without fear or without escort or protection.

Personally, that strikes me as the proper thing to put over to the Russian people.

Hon. Mr. McCANN: By indicating our democratic way of doing things.

Mr. HANSELL: Yes, and in a very unique and might I say subtle way it criticizes the Russian system.

Hon. Mr. McCANN: Yes, through contrast.

Mr. HANSELL: I am not saying that this is characteristic of all of the scripts, but if it is I would not have too much criticism of them, I am sure.

By Mr. Gauthier (Nickel Belt):

Q. Is there someone in the C.B.C. international group setup who receives complaints from the different national organizations in Canada about these broadcasts?—A. Our international service receives quite a lot of comment or correspondence from different organizations.

Q. Do these complaints suggest that we are not broadcasting the proper material to these countries, or do they suggest that we are? I ask that question because I believe the people who have come from Europe in the last four or five years are in a better position to tell us what to advise the C.B.C. as to what should be sent over there than are some people who like myself, have never been over there, and who think we are doing the right thing, when we might not be?—A. I think probably the general tenor of the correspondence could be summed up by saying that in general it is favourable to what is being done, but quite a lot of it contains suggestions for other or additional things, but contains very few comments in the nature of complaints.

Q. Do you seriously consider the suggestions from the different national organizations?—A. Yes, particularly if the source of it is from people who have come recently from the countries in question. I might remind the committee that our service has available to it a lot of direct intelligence or information from the Department of External Affairs in these countries.

Mr. DECORE: You say that you receive complaints. What would be the most common complaint?

The WITNESS: As I say, I cannot think of any complaints, but I just did not want to deny completely that there had been complaints. Most of the comment has been favourable, and in many cases is coupled with suggestions for doing something. If the suggestions are useful they are weighed and perhaps adopted.

By Mr. Richard (Ottawa East):

Q. Out of a staff of eight, you have at least six people who are familiar with the language, and some of them were born in Poland and know the thinking that goes on there, and have contacts with the Polish organizations and new arrivals in Canada?—A. Yes.

Q. And regardless of whether the head of that section is English speaking or French speaking or Jewish—regardless of where he comes from—the essential thing is that he should be a man who knows how to organize these programs and direct the service, and he must also be familiar with our way of life in Canada in order that he can be sure the service is being favourably received, and being sent in the right direction as far as our thinking is concerned. It is very important, is it not, that first of all he should understand our way of life in Canada, because he can obtain any other information he wants from the rest of the staff?—A. That is right, and I might emphasize again that the head of the section is dealing to a large extent with a great deal of information and guidance, which comes through the proper official channels such as External Affairs and so on. We feel we need men of wide ability to handle that sort of material and to ensure that it goes on in the form of good operations. We do not think it is essential that the person be of the origin of the country to which he is broadcasting. Sometimes it may be that such appointments are made, but all the considerations are taken into account.

Mr. DECORE: I am not at all sure that I agree with everything Mr. Richard and you have said. I think a man should be of outstanding ability and should first of all be well acquainted with our Canadian way of life, but I think in addition to that he should also be acquainted with the way of life in Poland or whatever country he broadcasts to.

Mr. GAUTHIER (*Nickel Belt*): But he could be supplied with the information.

The CHAIRMAN: Beware of those private conversations because the reporter cannot get them all. Please try to speak louder. Are there any other questions?

By Mr. Dinsdale:

Q. Under the heading of the English section, I notice a special reference to the program "I am an immigrant". I would like to ask Mr. Dunton if any attempt is made through the international service facilities to interest Europeans in emigrating to Canada?—A. I might say that any broadcasting of that kind is done only after consultation with the Department of Citizenship and Immigration, and is usually of a pretty factual nature.

Q. What is the purpose of a program such as this—is it to interest Europeans in Canada as a prospective country of emigration?—A. I might say first of all that a program of this type would be designed to give Europeans a picture of the Canadian way of life. Whether or not this particular program had an immigration appeal would depend on consultation with the department. This program, for instance, was not particularly in the form of an appeal or propaganda to attract people to Canada; it was rather thought of as a most effective way of showing the Danish listeners what life in Canada is like in general, as presented by a Danish person who has come here.

Q. Does the Department of Citizenship and Immigration use the international facilities to encourage immigration?—A. I would not employ the word "use". As I say, broadcasts which deal with immigration are discussed with the department first to see if they agree with the general content or the policy. It is not so much a case of their using the broadcasts as it is a case of our people being careful to consult them in the event there might be an immigration slant or perhaps to seek advice as to whether or not there should be an immigration slant to certain broadcasts.

Q. Therefore, any benefit that would derive in that direction would be merely incidental?—A. Yes. I would suggest that the indirect benefit might be quite large, and I would say it has been through the years, particularly in the Scandinavian countries and Holland. In all of those countries we know we

have had a relatively high audience and through listening I think the people get a good picture of Canada. If they choose to come here, that is their decision.

Q. Is this type of program where you have a new Canadian speaking to his former country used very frequently?—A. It has been used quite a lot because it is an effective and practical way of telling people about the life which is lived here, and it is used quite a lot behind the iron curtain too. Where we have someone who has recently arrived in Canada, he can speak vividly of what conditions are like in the two states.

Q. In the Polish section it is stated that there is a fifteen minute daily broadcast devoted to religious talks, life in Canada and accounts of the lives of former residents of Poland in various parts of Canada. I would be interested in knowing, Mr. Dunton, what the emphasis would be in the matter of religious talks. Would it be in line with the policies of the national church of Poland? How do you get over difficulties of that kind?—A. I think there is a sample of one of these talks among the scripts which has been filed. Yes, there is one—two-thirds of the way through the collection—"the Mission of the Apostles" by Father Joseph Ledit of the Jesuit Order. That is probably the only one. I see that there is also, on the Ukrainian service, an account of the new translation of the Bible into the Ukrainian language. In general such broadcasts would not make a direct political appeal based on religious opinion, or direct reference to church organizations, but it is felt that in one way and another we should try to help religious feeling to continue to flourish in countries the other side of the iron curtain, and to remind listeners there that religion flourishes freely and vigorously on this side of the iron curtain, and that there is a bond through religion as through other things. It is usually not expressed in terms of a particular organized church. On special days we put out short services and religious music or short talks related to religious subjects.

Q. More of an inspirational nature than anything else?—A. Yes. A general religious transmission.

Q. Is there any consultation with the churches in connection with these broadcasts?—A. There has not been particularly here, I don't think. Members of the committee know that the Canadian council of churches does not include the Catholic Church and in the case of Poland that would be particularly important. It does not include representatives of the Orthodox Church—I don't think it does. Consultation would be of an informal kind rather than directly with the different religious authorities.

Q. With regard to this broadcast "The Mission of the Apostles". This was directed to Russia, but Russia I believe is of the Byzantine tradition. I am not much of a theologian, but there is a paragraph here on page 2 which says:

Jesus did not merely bequeath a doctrine. He wanted it to be kept alive and whole by an organization which He called the Church, whose first head was Peter for one day Jesus said to him: "Thou art Peter, and upon this rock I shall build my Church and the gates of hell shall not prevail against it and I shall give you the keys to the kingdom of heaven." The Popes of Rome are the successors of the apostle Peter because Peter came to Rome to die.

I was just wondering how that would be received in Russia which follows the Byzantine tradition.—A. I am not enough of a theologian to answer it.

The CHAIRMAN: Do you think they kept following the Byzantine tradition when the Czar took over the rule in Russia? It happened centuries ago—I am thinking of Peter the Great. I wonder if they still follow the Byzantine tradition?

Mr. DINSDALE: I am wondering myself whether there is a large amount of organized church activity of any kind. I do believe that they allow the Orthodox Church to survive.

The WITNESS: It is believed that there is still a very important under-current of feeling for religion in Russia, and we try to recognize this interest in our broadcasts. This particular script was taken as a "straight sample" of broadcasting, and it happened to go out in that particular week. It is one of a series of broadcasts which were done for all the countries of the eastern section, and it happened to fall into the Russian section that week. Members of the committee would find that over a period of weeks there has been other religious talks by different people going over the various sections.

By Mr. Fleming:

Q. Who were the others who participated?—A. I am not sure, we have not got the exact names.

Q. That does not matter, because we could have the information this afternoon?—A. I could give you an outline. There was a Polish Roman Catholic Priest from the Czeck side, a Roman Catholic, a Lutheran—there was another Greek Rite of the Catholic Church, I think, and several from the Greek Orthodox Church.

Q. Are those programs going out in all of the languages of eastern Europe?—A. They would all at times be used in the different language services. Sometimes however they would be "voiced" by the section itself.

Q. We are more concerned I suppose with the content rather than with the individual who directly voices the broadcast. Do I understand from your previous answer, Mr. Dunton, that these representatives of the different churches to whom you have referred have prepared scripts which have been read in all of the languages of eastern Europe behind the iron curtain?—A. In general that would be right although we cannot be sure that every script was used in every service. But that has been the general purpose and the general direction.

By Mr. Hansell:

Q. Mr. Chairman, there are a number of organizations in the free world who give people in the iron curtain countries encouragement to believe that some day things may happen as a result of which they will again be free. I would like to know if the international service in its broadcasts encourages that principle?—A. The service keeps right within the policy laid down by the Department of External Affairs.

Q. Then must I conclude that if the policy of the External Affairs Department is one of containment, then the broadcasts would be along that line?—A. Yes.

Q. So if we do not agree with it we should criticize government policy rather than the international service?

An Hon. MEMBER: "What do you mean by containment?"

Mr. HANSELL: The containment of communism within the iron curtain countries.

The WITNESS: I might mention, Mr. Hansell, that apart from containment it is probably right to say that international broadcasting is one of the few ways, and maybe the only direct way, in which the western world is making a real attempt to influence the minds of the people behind the iron curtain. That is why we as broadcasters regard it as extremely important—because it is the one area in which the issue is really being joined, namely in the air.

By Mr. Hansell:

Q. I will put my question more explicitly; would you encourage the people in the iron curtain countries to agree with the policy of their communist governments?—A. We do just the reverse. I do not think anything has gone out from the Canadian transmitters suggesting that they should organize a revolution because aid would be closely at hand. But I think through all the material which is going out you will find a steady theme running: “the communist way of doing things is the wrong way for you: the western way is a better way for the world and for you”. If you like, that is an indirect way of stimulating and encouraging a belief in the ultimate triumph of the free way.

Q. Would you say that you are creating the hope in the iron curtain countries that some day they may be free?—A. I would say that the broadcasts are showing the fundamental strength of the western way—the free way—of doing things, and also that it is a better way of doing things for mankind. I think that if this is effective it will have an obvious result in the long run.

By Mr. Studer:

Q. Are there any comparable organizations in North America—in the United States for instance—which are doing the type of work which the C.B.C. is doing with regard to this—the Mutual Broadcasting System, for example or any of the other private organizations?—A. There is the very big and extensive organization called the “Voice of America” which is government-directed and which is doing the same thing, and of course spending many millions more than Canada is spending, and which broadcasts not only directly from the United States but from transmitters spotted in other parts of the world. Our own service keeps in close touch with the “Voice of America” and with the B.B.C. which undertakes similar activities on behalf of the British government.

Q. I understood about the position in Great Britain. But I was wondering about the situation of the “Voice of America”—it would voice what was said by the government?—A. It is a direct government organization.

Q. They would have to use the private facilities available in the United States?—A. No, they have their own elaborate facilities; they have transmitting plants in the United States and also in other parts of the world which are entirely government-owned and operated.

By Mr. Richard (Ottawa East):

Q. Can you name some of these countries?—A. I might say that we understand that there are no shortwave international transmissions operated by private interests in the United States, or at any rate very few.

Q. Is there a transmitter in Japan?—A. They certainly have a relay transmitter in Manila. Then they have facilities in Tangier and Munich; there is a ship which moves around the world. There are quite a number of these transmitters, and I do not think the locations of all of them have been published; but they have elaborate facilities and a big worldwide network for the transmission of their material and programs.

By Mr. Fleming:

Q. You have been asked from time to time about your relations with the Department of External Affairs, and you have indicated that you are guided by the department with respect to these broadcasts on international affairs. Can you tell me about the actual channels of communication between the C.B.C. and the Department of External Affairs?—A. I can probably outline them, and the General Manager or the Director of the service can fill in the picture.

In the first place, in general terms, the Department states the policy and informs the international service about it. In practical terms there is a very extensive flow of material from the department going directly to the service—to the director in Montreal—of information and guidance. Then there is a “flow back” of queries and material, including written scripts for checking and with regard to which consultation is thought to be desirable. The department several years ago set up a special section whose chief duty is to work with the international service, as well as having, perhaps, some other work. We feel that in the last several years coordination between the service and the department has developed greatly and has become very effective.

Mr. OUMET: I would like to introduce Mr. Delafield, director of the International Service to amplify that reply.

Mr. FLEMING: A very worthy ex-Torontonian.

Mr. C. R. DELAFIELD (*Director, International Service, Canadian Broadcasting Corporation*): I was wondering whether there are any questions, which perhaps members would like to ask. I have nothing to add to what Mr. Dunton has said.

Mr. FLEMING: May I take it that your contacts with the Department of External Affairs with regard to the contents of the programs of the international service are closer than they were previously?

Mr. DELAFIELD: They are very close. They have been very close indeed in the last few years. We have direct contact with them and we meet periodically. We also telephone frequently, of course, and there is this interchange of material with them in terms of guidance on various points and suggestions from us as to what propaganda material should go out, and how it might be handled, and often we take the liberty of sending in drafts of scripts for their comment.

Mr. FLEMING: In what proportion of cases would you submit your draft scripts for review?

Mr. DELAFIELD: It would be hard to say what proportion because it is primarily related to very important aspects of international affairs. It is difficult to say what proportions are submitted because it would be done mainly with regard to major issues which arise, such as the Bandung conference for instance where we are not directly broadcasting to the Orient and where—in our terms—the matter is a little outside our orbit—but where nevertheless we are naturally concerned about the treatment of such a conference in our broadcasting to the Soviet and satellite countries.

Mr. FLEMING: Do you furnish the department with copies of all your scripts?

Mr. DELAFIELD: Copies of all the “iron curtain” scripts.

Mr. FLEMING: Not the others? Do they ever ask for the others?

Mr. DELAFIELD: A lot of the political material used in connection with the broadcasts to “iron curtain” countries is used by the other sections. But the “iron curtain” broadcasts naturally lay heavy stress on political material, and therefore there is more political material in the “curtain” broadcasts.

Mr. FLEMING: We can take it that copies of all your scripts intended for listeners behind the iron curtain go to the department?

Mr. DELAFIELD: Correct.

Mr. FLEMING: But not scripts for use outside the iron curtain unless they are asked for by the department?

Mr. DELAFIELD: That is correct. That is, of course, in the political field which is the area in which the Department of External Affairs is interested.

Mr. FLEMING: Have you any relations with the Department of Citizenship and Immigration?

Mr. DELAFIELD: In terms of liaison, yes, as we have with all other government departments. Again in terms of liaison—information, or new ideas for our service, we let them see scripts on topics closely connected with their operations as they affect immigration.

Mr. FLEMING: You would have nothing to do with the citizenship side of their activities?

Mr. DELAFIELD: I cannot think of anything specific, but certainly we have liaison with them in terms of their public relations officer.

Mr. FLEMING: But your contacts with them would be chiefly on the immigration side?

Mr. DELAFIELD: Yes, they would be chiefly on the immigration side.

Mr. FLEMING: How often are you in touch with them in relation to immigration?

Mr. DELAFIELD: It is primarily in terms of immigration material—where we feel we want some guidance. We naturally know the general lines of policy of the Immigration department in terms of immigrants, but we do not write specific scripts appealing for immigrants to Canada. That is, we feel, not really our field. We do however, use from time to time material supplied by immigrants to Canada in order to show the conditions which prevail in this country as a very graphic way of explaining to the foreign listeners what Canada is like.

Mr. FLEMING: Have you ever been asked by the Department of Citizenship and Immigration to make broadcasts of a more specific nature—broadcasts that might be more directly appealing to intending immigrants?

Mr. DELAFIELD: We have co-operated on several occasions with the department in arranging special broadcasts such as the one carried last year on the B.B.C. in terms of British immigrants in Canada. This was a fairly lengthy broadcast particularly devised for use by the B.B.C. at their request, and the script in that instance was worked out very closely with the department, and we also had their assistance in getting participants for the program.

Mr. FLEMING: What attempt do you make to keep in contact with the programs of The Voice of America to the countries behind the iron curtain?

Mr. DELAFIELD: We do not have any regular close contact, for one specific reason and that is that the political material and the news we transmit day by day is very topical. For a short wave service to be effective it has to be as up-to-date as possible in terms of the listeners on the other side and we have to try to get our material as closely related as possible to the sort of things they are hearing and reading. This is more difficult in the case of the C.B.C. short wave service than it is for the B.B.C. and The Voice of America because the two latter organizations are much closer to the scene in terms of relations and offices to the iron curtain countries than we are. Therefore we do not really get into close touch with them in terms of day to day script material on the iron curtain countries. It would be impossible. Furthermore the two broadcasting organizations in this field which I have mentioned, together with ourselves feel that it is much better for the information organizations to be co-ordinated in terms of general policy as it emanates from the various external affairs branches of the three governments concerned, than in terms of day to day specific material, and in many ways it is perhaps generally better that these three organizations should not be parroting exactly the same thing in their broadcasts. Thus the iron curtain area and the Soviet orbit generally will see that the western world does not necessarily agree automatically on

every single thing, and in that way we are preserving a good approach to the listener, because the listener knows or should come to the conclusion that in listening to our service, as in listening to the service of the other two organizations, he is listening to a program which is put out by that particular country, and not hearing opinions which are all worked out in advance in one place as with Communist broadcasting which would be primarily in Moscow.

Mr. FLEMING: I followed what you said with interest. Apart from the day-to-day trend of broadcasts dealing with events which may be following one another perhaps quite swiftly would every attempt be made to obtain the scripts of their broadcasts, or at least to keep in touch with The Voice of America in order to know what they are doing? How do you know, for example, that your broadcasts are different?

Mr. DELAFIELD: The material is privately developed from our relations with the Department of External Affairs. We do not exchange material directly, generally speaking. We exchange it primarily in terms of the guidance as it is provided by the External Affairs Departments.

Mr. FLEMING: I take it then you have no direct connection with The Voice of America?

Mr. DELAFIELD: We do occasionally circulate material, but it is not the general practice.

Mr. FLEMING: Does the Department of External Affairs obtain copies of all Voice of America scripts?

Mr. DELAFIELD: I do not know if they obtain copies of all scripts, but if there is any exchange it takes place at that level.

Mr. FLEMING: We might find out about that from the department. What co-ordination if any, have you in this field with the B.B.C.?

Mr. DELAFIELD: The same sort of general program co-ordination in terms of the timing of broadcasts, whether to the Soviet Union or to the satellite countries; day to day schedule details and the general exchange of information on the use of transmitters and on the whole technical side of short wave operations; an exchange of information on the monitoring of broadcasts from other broadcasting organizations and a certain amount of general research material and monitoring reports of broadcasts. One of our problems is that we are so far from the iron curtain areas that it is difficult for us to keep in touch on a day to day basis with the sort of material which those countries put out to their domestic audiences. Therefore we have a great deal of information provided to us through the free cooperation of the B.B.C. and The Voice of America in terms of the monitoring services which they perform with regard to the broadcasting services in the iron curtain countries. This gives us the opportunity of keeping in touch with what the radio and the press in Russia and the satellite countries are saying.

Mr. FLEMING: What about the exchange of program information with the B.B.C.?

Mr. DELAFIELD: Generally speaking on a day to day basis there is very little.

Mr. FLEMING: Does it come through the Department of External Affairs?

Mr. DELAFIELD: That is usually the practice but of course officials of the B.B.C. visit Canada from time to time and we naturally discuss general program problems with them.

Mr. FLEMING: May I take it then that apart from such guidance as you receive from the Department of External Affairs, and such assistance as is obtained from contact with the program activities of The Voice of America and

the B.B.C., you are operating in this field of international broadcasting to countries behind the iron curtain quite independently of both The Voice of America and the B.B.C.?

Mr. DELAFIELD: Quite independently, and I would add that it would be extremely difficult for us with our present staff to take the additional time which would be required to read their material and follow their day to day operations. And, of course, there is the time lag.

Mr. FLEMING: It would be a fair statement to say that you are operating quite independently of The Voice of America and the B.B.C.?

Mr. DELAFIELD: Yes.

The CHAIRMAN: Are there any other questions?

Mr. DECORE: With reference to sources of information available to the eastern European sections I would like to ask Mr. Delafield having regard to the material which he has listed—magazines, newspapers and so on—whether there is a central library for all this, or whether each section has its own library?

Mr. DELAFIELD: This material comes to our central reference library. There is also a certain amount of free material which individual sections may receive separately—mainly Canadian and American publications. But this central material is circulated to the individual sections, and as members of the committee will note from this list of bulletins, magazines, newspapers and so on, some of the material is naturally of particular significance to particular sections. Therefore it either goes to that section first, before it is passed to another one, or it comes from the section and then goes back to be retained by that section.

Mr. DECORE: I have heard that there is difficulty experienced by some of these sections in obtaining material from countries behind the iron curtain—material which would be very useful to them.

Mr. DELAFIELD: That is true. We have had some difficulty in getting subscriptions continued to certain Russian and Ukrainian material and publications from some of the satellite areas. We have tried to make sure of it by ordering it through New York. Sometimes the subscriptions start and the material comes in for a period of time and then suddenly stops. We have taken the opportunity of getting the assistance of the Department of External Affairs to see if the subscriptions cannot be placed locally at the particular point from which we want the material and that has helped I think. In the case of the Ukrainian section in which you are interested, I believe, we have followed that practice in connection with the two publications mentioned on the second page. I refer, of course, to two Ukrainian publications. It is certainly a difficulty sometimes in getting this material from the other side.

Mr. DECORE: There is a lot of material which I understand would be very useful and which you would like to have but for the reasons you have pointed out it is not—

Mr. DELAFIELD: There is another aspect to this, of course, and it is that we do have to consider the costs and also the amount of material which individual people can digest and still carry on with their own work. It is important for their work I agree but we have to make sure that it is spread very equally among the iron curtain areas. If you have any particular suggestions at any time, Mr. Decore, do not hesitate to bring them to our attention.

By Mr. Richard (Ottawa East):

Q. What is the total budget this year for the International Service?—

A. Just over a million six for 1955-56.

Q. The B.B.C. must have a very extensive budget. I understand they have voted about \$18 million for the International News Service?—A. It is much higher than ours and I think that would be about right. I have not seen the last figures.

Q. You cut your budget last year?—A. The estimates were reduced.

By Mr. Fleming:

Q. I have some questions which I was going to ask about the budget, Mr. Chairman. Mr. Dunton, do you have handy the figures of expenditures say for the last 5 years?. I am just asking for the totals and I refer to the International Service.—A. The totals year by year?

Q. Yes. I am not asking you for the details of the past years at the moment.—A. We could have that information this afternoon.

Q. Perhaps I should indicate to you the nature of my questions so that you will have an opportunity of looking up one or two other things. I was going to ask if you could give us first of all the total expenditure through the International Service say for the last 5 years, year by year? Second, would you give us the breakdown for the fiscal year 1954-55 and then the breakdown for the present fiscal year 1955-56? Also, I would like to ask you some specific questions about the effect of the proposed reduction in the budget for this current year in the light of that information. Perhaps you could tell us that now but if you prefer to answer the question this afternoon we will leave it. I propose to ask you a question in regard to the draft budget you submitted for this service to begin with and whether the cuts were made by the Treasury Board or under the direction of the government?—A. I think I can explain that right away—the last part. The service is carried on subject to government decisions.

Q. Oh quite. This is a government service.—A. Yes.

Q. You are just an agent for the government?—A. Yes, and the government decisions were indicated to us before the budget had been drawn up.

Q. So you did not prepare and submit to the government a budget of proposed expenditures for the fiscal year 1955-56?—A. No, that is not the way it works. The decisions are made and we are informed of them. The figure is agreed on in view of the decisions. It is a policy decision.

Q. What was before the government that came from the C.B.C. when this decision was made was simply last year's figures?—A. Yes, that is all they would have and the estimates for 1954-55.

Q. That is last year?—A. The votes for 1954-55.

Q. Yes. So you submitted to them nothing for the fiscal year 1955-56?—A. No.

The CHAIRMAN: Do I understand, Mr. Fleming, that you are asking these questions so as to be able to discuss this matter when we reach a discussion of finance?

Mr. FLEMING: I think it probably belongs here because it has nothing to do with the C.B.C.'s own financing in general. It is simply a separate service, which they operate as agent for the government, and we vote this money in the House by direct vote.

The CHAIRMAN: Yes, but before we take the consolidated balance sheet, we have two other pages, numbers 40 and 41, which we must discuss. Do I understand we are through with the International Service?

Mr. FLEMING: I think not. Mr. Chairman, because the questions I am asking do not arise out of the balance sheet of the C.B.C., nor do they arise out of its statement of operations such as we have on pages 44 and 45.

The WITNESS: You will notice that on page 50 there is a statement of the expenditures of the International Service.

Mr. FLEMING: That is the kind of breakdown I had in mind for 1954-55, and 1955-56.

The CHAIRMAN: I want to know if we are through with International Service?

Mr. DECORE: Coming back to the question of Polish broadcasts and the head of that section, I wish to make one comment. I wonder if Mr. Dunton would give consideration to the advisability of getting someone there who is equally as capable as Mr. Hamel, and who is equally well acquainted with the Canadian way of life, but who in addition knows the Polish language, and the way the Polish people think in Poland today?

The WITNESS: I am sure our management will give consideration to what has been said this morning.

The CHAIRMAN: Are we through with International Service, or are there any more questions?

Mr. FLEMING: I will probably have some questions when I see the figures for which I am asking. My questions will be in regard to their direct effect on programs.

The CHAIRMAN: This afternoon we will continue with the discussion of International Service.

Mr. RICHARD (*Ottawa East*): Did you obtain the information concerning the television station in Ottawa for which I asked?

The WITNESS: Yes, Mr. Ouimet has that information.

Mr. OUIMET: I will now read the figures:

Estimated Cost	
Of Ottawa TV Stations	
CBOT and CBOFT	
Land and land improvement	\$ 45,000
Building	520,000
Tower, antennae and transmission lines	320,000
Transmitter, studio and mobile equipment	825,000
Total	\$1,710,000

The CHAIRMAN: We will adjourn until 3.30 this afternoon.

AFTERNOON SESSION

TUESDAY, May 10, 1955.
3.30.

The CHAIRMAN: Gentlemen, I see a quorum.

Mr. GOODE: Mr. Chairman, in connection with the trip to Montreal on May 20, may I move, seconded by Mr. Fleming, that the Clerk of the Committee accompany the committee to Montreal on Friday, May 20.

Mr. FLEMING: I think that has been customary in the past. The Clerk has always accompanied the committee on this trip of inspection and I think it is highly desirable for him to be there if the committee is going.

The CHAIRMAN: Is that agreeable?

Some Hon. MEMBER: Yes.

Mr. GAUTHIER (*Nickel Belt*): He can go in my place; I will not be going!

The CHAIRMAN: We will now continue with questions on the subject of International Service. Have you any further questions, Mr. Fleming?

Mr. FLEMING: Mr. Dunton promised to gather some figures for me.

Mr. A. Davidson Dunton, Chairman, Board of Governors of the Canadian Broadcasting Corporation, called:

The WITNESS: Mr. Chairman, the officials who were working on these figures have not arrived as yet, but I think I could summarize the information Mr. Fleming wants.

Mr. FLEMING: I would like to see the figures and if it is a matter of waiting for them to arrive here we could go on with something else.

The WITNESS: Yes, they are on their way over.

The CHAIRMAN: Are there any further questions concerning the international service?

By Mr. Fleming:

Q. Mr. Dunton, looking at the figures you supplied us in the form of the recapitulation of the number of employees at three dates, March 31, 1953, March 31, 1954 and March 31, 1955—I am dealing now simply with the international service—the figure at March 31, 1953 was 180 employees. A year later the figure was 194 and a year later at March 31, 1955 the figure was 203 employees. What does the proposed reduction in the appropriation for the international service mean for the new fiscal year, 1955-56?—A. It will bring this number from 203 down to about 182 which is approximately what it is at the moment. I think it was smaller on April 1 than it was on March 31.

Q. It is simply a reduction of 21 employees?—A. Yes, but the reduction was already taking place.

Q. What was your maximum?—A. 232.

Q. Therefore your reduction in the appropriation for this new fiscal year means a reduction in staff of 50?—A. Yes.

Q. What is becoming of them? Are they being absorbed elsewhere?—A. I think our management as a whole has done a very good job in this respect. Quite a few of the employees have moved into other positions in the C.B.C. as they opened up. In some cases positions that fell vacant simply have not been filled in recent months. The management also helped some people to get positions outside the C.B.C., especially people with special language qualifications. All in all, I think just a handful—perhaps three or four employees—were left without something to go to.

Q. Perhaps while we are waiting for the other figures to arrive, Mr. Chairman, I could ask some other questions about the same tables, the recapitulation of the number of employees. I notice that the total, Mr. Dunton, has moved up and at March 31, 1953, it was 1,947; at March 31, 1954, it was 2,621; and at March 31, 1955 it was 3,973. I take it that there had been some reduction in the international service prior to that date, and you probably reached your maximum about the first of this year—a figure somewhere around the 4,000 mark?—A. I would not say that, because the television staff and staff due to television has been continuing to rise, so I could not tell you whether or not there was a maximum at that stage. If the international service had been going down over several months the general staff has been rising because of television.

Q. Is the rise in the television staff still continuing?—A. Yes.

Q. I can understand a rise in television in this period, because in March 31, 1953, you were in the early stages of your television operation. Between March 31, 1953 and March 31, 1954 you had added 351, and then you had this very large increase in the next year—an increase of about 1,040—in your staff on television. But what did surprise me somewhat was that your total number of employees on the national service has also increased in the same period. At March 31, 1953 it was 1,431; at March 31, 1954 it was 1,740; and at March 31, 1955 it was 2,045. That is an increase each year of about 300?—A. Yes. I would like to explain that. The first column should probably be properly labelled “sound service and integrated services”—the same heading you will find on our statements. You will remember that the C.B.C. started as a sound service only, and then television was added. Of course, a very considerable number of staff who work only on television can be counted as that and are charged of course to television alone. But for reasons of economy and efficiency a great many services are kept as common to both television and sound broadcasting, such as the treasurer’s department, the administration, general engineering supervision, the general manager and myself, and so on. The sound service being the basic service, it has grown at the present moment to what is more than a sound service. It is sound plus what we usually call integrated services. By far the greater part of the increase you will find under the heading here called “national service” is due to television. It is because of increased activity in the treasurer’s department and in administration and so on, due to television, but it is kept on this staff. As you know from our financial statement you will find a very considerable amount of money charged against “television” and credited to “sound” to pay for the television share of those various common services.

Q. Yes, that is what was running in my mind. You have the cost of operating those integrating services broken down as between sound broadcasting and television in your operating and financial statements, but I gather from what you say now that this recapitulation of employees has not followed that pattern?—A. As you can see, it is not possible to do it just by persons—

Q. You cannot, for instance, divide Mr. Bramah in half and allocate half of him to sound and half to television, eh?—A. But the question arises how much time is he spending on each. What happens in regard to a staff member for that kind of function is that he is taken on in the common service, and then our management from time to time have estimates made of the extent to which that service is being used for television and sound, and the charges are made accordingly. As I say, a great many of these individuals cannot be labelled as individuals for either sound or television and as the service has built up they stay in sound and integrated services.

Q. Looking at the recapitulation as at March 31, 1955 and leaving the international service employees out of the consideration, you show 1,725 employees engaged in television, and 2,045 engaged in national service. I take it that there has been an increase of 600 in the national service in the last two years most of whom should be allocated to television?—A. Yes, and the cost for most of whom is charged back to television.

Q. Yes, but I gather then that really more than half of your employees on that basis are engaged in television rather than sound now?—A. Yes, more than half of the man hours of work would be related to national service, and more than half would be related to television.

Q. And more than half of your employee cost is allocated to television now, rather than to sound?—A. Yes.

Q. I do not want to trespass on the field of finance because we will be coming to that later in the week, but can you tell me now, or bring at some later date an estimate of the proportion and be specific on that?—A. Yes.

Q. My questions on the international service will depend on the statement for which we are now waiting. I have some questions which I could ask which were left over from last week—questions with regard to television.

The WITNESS: I am sorry that this information is taking time to get. I have one sheet here which is simply a summary of the total expenditure on the international service. Perhaps this information will serve as a basis for Mr. Fleming's questions.

The CHAIRMAN: Yes, I think it will be useful information for the committee.

The WITNESS: Going backwards—taking the net operating expenditure of the international service—this was for the year 1953-54, \$1,917,000 in round figures. The figures I am giving represent the operating expenditures less earned revenue. Net operating expenditures.

By Mr. Fleming:

Q. What was the source of revenue of the international service?—A. Chiefly the rental of Radio Canada. Therefore this is a true net figure of the expenditure of the international service.

The corresponding figure for the year before was \$1,854,000, and the corresponding figure for 1951-52 was \$1,821,000. For 1950-1951 it was \$1,598,000. To bring this more up to date, the estimate voted for 1954-1955, as I remember it, was I think just over \$2,200,000, to correspond with the figures I have given.

The officials will be here with the latest figures as soon as possible, but we know the expenditure for 1954-1955 will be somewhat below that amount because the reduction started before the end of the year. On the other hand there were some increases during the year arising from the results of collective bargaining—that is, there were salary increases.

Q. Those figures which you have been giving to us relate simply to maintenance and operation; they do not include the construction or acquisition of building works land and equipment?—A. No. I have been giving the net operating costs.

Q. But you have the figures with respect to the other items?—A. Yes. And then, looking ahead, as you know the estimates for 1955-1956 are reduced to just over \$1,600,000.

Q. Yes. \$1,614,625. And may we have the other figure, Mr. Dunton, on the construction and acquisition of buildings etc.—A. Yes. In 1953-1954 \$67,000; in 1952-1953 \$92,000; in 1951-1952 \$177,000; in 1950-1951 \$618,000. That figure would reflect the sum of the costs of the Radio Canada building.

Q. Do you know what your approximate position will be for the fiscal year ended 31st March, 1955?—A. That is the figure which we shall be providing soon.

Q. Pending its arrival can you indicate to us in any further detail what this reduction in expenditure is going to mean, Mr. Dunton? I think it has been made clear that there is no reduction in the service to countries behind the iron curtain. We are increasing our broadcasts in Polish. As I understand it, however, some reductions are being made in the broadcasts to countries outside the iron countries.—A. Yes, I went over that situation on Friday.

Q. The notes were a little tardy in arriving.—A. I can go over it quite briefly I think. First, the Finnish service which was a weekly service has been dropped; the following services have been reduced from a daily service to a brief service at weekends—the three Scandinavian services, the Dutch

service and the Italian service. In addition, the general English and French services have been somewhat reduced, the Latin American services have been reduced in time by about half.

Q. Do you expect these reductions to result in any serious impairment of the international service within the policy that has been followed with respect to it?—A. As I understand it—I am not sure whether you were here—this is a government policy decision.

Q. I was not here on Friday morning.—A. Decisions about the areas to which we broadcast and the relative amount of effort which goes into them are made by the government, and decisions were made to reduce, or in one case to cut out the effort being spent on these various broadcasts.

Q. The government takes the responsibility for saying where the services should be reduced?—A. It has always been understood that part of the area covered by the policy decisions lay in the determination of where the broadcasts should be directed and the relative amount of effort which should go into these broadcasts.

Q. So you had no recommendation to make as to where this reduction of \$584,000 should be made?—A. We act very much as agents in this matter. Of course the question was discussed with us.

Q. Did you make any recommendation?—A. Not directly as recommendations. I think it is quite obvious that as broadcasters we tend to give a good deal of emphasis to what broadcasting can do—but the decisions were made to reduce expenditures by reducing the service in the way I have outlined.

Mr. HANSELL: While we are waiting for the information to be supplied to Mr. Fleming, Mr. Chairman, may I ask—if this subject has not been covered before—whether the board has any way of assessing the value of the C.B.C.'s international service with respect to the iron curtain countries?

The WITNESS: I am sorry I do not quite follow that.

Mr. HANSELL: Is there any evidence as to the effectiveness of the international service to countries behind the iron curtain?

The WITNESS: As I have explained before there cannot be the usual form of a survey of listeners, and so on, but there are several means by which we can form a conclusion as to the effectiveness of the service. For instance in the case of Czechoslovakia we have continued to get some information by direct mail—letters which some people have smuggled out of Czechoslovakia at their own risk. But most of our information comes from confidential sources—that is, our information with regard to listening in the iron curtain countries and in Russia. More information is available with regard to the satellite countries than to Russia, but even with regard to Russia there is a certain amount of information available.

Shall we have these statements distributed, Mr. Chairman?

The CHAIRMAN: Yes, if you wish, Mr. Dunton.

The WITNESS: I might explain that there may be some slight differences between the figures I gave and these figures as presented. I gave the figures on the basis of C.B.C. statements which are on an accrual basis at the time each year. These new figures are done on the straight government cash basis which means there may be a slight difference for some years at the year's end, but of course it all amounts to the same thing through the years.

Mr. FLEMING: Mr. Chairman, I suggest that we put these three statements on the record as part of the proceedings today.

The CHAIRMAN: Is it agreed by the committee that we put these statements in the record?

Agreed.

(See Appendix).

By Mr. Fleming:

Q. Mr. Dunton, looking at the statement "Maintenance and Operation" which gives us the figures of actual expenditure for the year 1954-55, and the figures based on the estimate for the current fiscal year ending March 31, 1956, your big reduction is going to be on salaries and performers' fees, is it not?—

A. Yes, those will be the big reductions. As you can naturally imagine when you cut operations of that sort those are the chief places in which savings are made.

Q. I cannot make out the second last heading. This copy is blurred. I believe it is "Pool Services".—A. As between sound and television in Montreal, there are between the International Service and the other service certain functions that are carried on in common, and for which the International Service is charged and have worked out on a cost accounting survey basis.

Q. These are services to both International Service and others?—A. Yes.

Q. I do not quite follow why there is an increase there as against these reductions on most of the other items?—A. I think that increase would chiefly arise from the general increase in cost rate to us arising from salary increases, coming in turn from collective bargaining.

Q. I notice in the sixth item, "Printing of Publications", you are budgeting for a reduction from \$75,000 to \$40,000. What publications are being reduced?

—A. The chief one is the "Voice of Canada", the program schedule with which I think the committee is familiar, which is being now put out every 2 months and has been reduced to one edition covering both European and Latin American services. Formerly for obvious reasons it was done in two separate editions. Again, because the language service is cut it is possible to make economies in the schedule.

Q. I am going to turn to the capital outlays under the International Service for the current fiscal year. According to the estimate it is going to be \$193,200 which represents something of a reduction from last year. What are the capital expenditures that you are budgeting for this year?—A. It is mostly carrying out work already started of renewing the elevator system in the radio Canada building.

Q. Is that being pro-rated with other services?—A. No. That is part of the operation of the building, covered by the rent. That is done by the landlord. The tenant, the national service—the domestic service—continues to pay rent.

The CHAIRMAN: Mr. Goode.

Mr. GOODE: Mr. Chairman, referring back to this maintenance and operation sheet which we have there is almost \$47,000 in telegrams, telephones and teletypes. Could Mr. Dunton break that down?

The WITNESS: I think the director could outline the various services that are necessary in the operation of International Service.

Mr. C. R. DELAFIELD (*Director, International Services, Canadian Broadcasting Corporation*): Telephone, teletypes and telegrams cover the normal operating expenses of program service in terms of getting program material from other parts of the country or making arrangements with other broadcast organizations to carry certain relays, and the general operation of a broadcasting service. It is difficult to break it down. I am just wondering what sort of information you had in mind?

Mr. GOODE: The question is simple. It seems like a lot of money to me for a service of that kind without any explanation whatever. Perhaps it is quite proper in your mind to spend \$47,000, but it is our job to question whether it is. I would like to know something about the expenditure?

Mr. DELAFIELD: That includes teletype services for the provision of the various news services which we buy which is included separately as news services up above, but the actual transmission of the news to the C.B.C. International Service in Montreal is included in that figure under teletypes. There is also further teletype connection between Montreal and Ottawa for the day to day exchange in policy matters and other affairs.

Mr. GOODE: Tell me how much you spent on telegrams? Have you that information there?

Mr. DELAFIELD: I do not think we have it at this moment.

The WITNESS: We could get that a little later.

Mr. GOODE: I would like this broken down into simple figures of how much you spent on telegrams, telephones and telegraphs.

The WITNESS: That could be done.

Mr. GOODE: And can you give me the figures in the next item on travelling; how much was spent by the employees of the International Service on travelling? And could you continue from there by telling me what travel was involved, and what they did in regard to the expenditure of this money. Those are all the questions I have.

The CHAIRMAN: Are there any other questions on the International Service?

Mr. DINSDALE: Under maintenance and operation, recording blanks and tapes, does that apply to recordings which are distributed on an exchange basis to these other countries?

The WITNESS: That was for blanks; perhaps Mr. Delafield might explain it to the committee.

Mr. C. R. DELAFIELD (*Director of International Service*): Yes; the item regarding blanks and tapes, and the item regarding records and transcriptions covers the cost of transcribed programs made for use by other broadcasting organizations outside Canada. The item covering blanks is the cost of the materials used; and the other items cover the discs and pressings. In some cases the first item covers the preparation of programs in other parts of Canada for use in Montreal. The item for records and transcriptions covers, generally, the music transcription service which we have. Music, generally speaking, is not broadcast by us in the form of short-wave concerts, but we do use music in spots between our various items in broadcasting.

Generally speaking the presentation of Canadian music in other countries is done by means of transcriptions and tapes which are shipped out so that they can be played on the domestic service of other countries. The music thus received is much better than it could possibly be received in terms of prime shortwave listening. This music transcription service has been something which has developed over the last five or six years to such an extent that now we have over one hundred different programs, quarter hour and half hour in length, on disk for distribution non-commercially to other radio organizations for their sustaining use, that is, for their non-commercial use.

These programs comprise all types of Canadian music, serious Canadian music and lighter material ranging from folksongs and barn dance material to more popular Canadian material, and also more classical material played by

Canadian artists. In every case these musical programs are done by Canadian artists, and it is a very effective way of presenting Canadian music and music from Canada to various audiences.

Mr. BRYSON: Are any of these programs beamed behind the Iron Curtain from, let us say, Great Britain?

The WITNESS: Oh yes.

Mr. BRYSON: All yours?

The WITNESS: No. I might say that I think the B.B.C. itself is very anxious to use all the transmitters which it has available. It arranges for the Voice of America to use some of them, that is, all that are available, and I think you will find that they are very much occupied by themselves. We have some programs which are released to Germany and Czechoslovakia on B.B.C. transmissions, but it happens that their time to Eastern Europe is very thoroughly used up. Usually our transmission to Eastern European countries is made simultaneously with that of the B.B.C. and the Voice of America, which helps to make the jamming more difficult. Therefore it would not be any use to use their transmitters for our programs.

Mr. DINSDALE: Does the International Service negotiate all international exchange programs?

The WITNESS: Since you ask me a more general question I would say that the International Service in general deals with most of the exchange to the more distant countries. In the case of Britain, some would be transmitted through them; but there may be arrangements made directly between the National Service and the International Service; actually both have the same representative in London; we have the one C.B.C. office there and he will work with the National officials. Exchange arrangements with the United States are not handled by the International Service. I think it would depend on circumstances and convenience, but in most of those countries we have mentioned the International Service would be handling the exchange and making the programs available.

Mr. DINSDALE: Is there a tendency to use transcriptions and recordings for other than behind the Iron Curtain countries, rather than beaming shortwave on the International Service?

The WITNESS: That is part of the decision to reduce the regular daily service to those countries. It was also decided at the same time that more efforts should be put into developing programs and recordings for relay. So more effort, especially in the last few months, has been put—and very successfully—into developing programs for relay.

Naturally, you get more listeners if a program is broadcast on the National Service of another country, so you do not get the same effect with a direct appeal broadcast from Canada. That is why recording, or the effort to get records has increased it somewhat.

Mr. DINSDALE: Shortwave listening in Europe is more prevalent than it is on this Continent?

The WITNESS: Yes, in most countries it has been. It is known that in many countries over there there always has been quite a lot of shortwave listening, such as Czechoslovakia, Poland, and Germany—not as much relatively in Britain or France—but in smaller countries, perhaps because there is not as great a variety available. There has always been a lot of shortwave listening, and on the whole continent a great deal more in general than there has been in North America. There are not so many of what we would call standard band frequencies available in Europe.

Mr. BRYSON: Does the C.B.C. attempt to jam any programs beamed to Canada, or would that come under the Department of Transport?

The WITNESS: We are broadcasters, not suppressors of broadcasting; and to our knowledge no country in the west is trying to jam other peoples broadcasting. It is only the Iron Curtain countries who are doing it, and in doing it they are violating the whole spirit of the international agreements on the use of frequencies.

The CHAIRMAN: Are we through with the International Service?

Mr. BOISVERT: Would Mr. Dunton kindly explain what is meant by super-vision charges?

The WITNESS: Yes. The International Service from the point of view of the C.B.C. operation is a major division of the corporation. But apart from the staff directly under the director of the service who reports to the general manager, a number of services are performed for the International Service by the corporation as a whole; the general manager for instance pays a lot of attention to it, the treasurer's division, and other people do too; there is general supervision of engineering matters, and a number of things like that; and there is a charge against the International Service going to the corporation as a whole, which is really a management fee for running the International Service.

Mr. BOISVERT: Thank you.

Mr. DINSDALE: Is there any International body to which this question of jamming could be submitted for consideration, or is the problem just ignored?

The WITNESS: I think that some of the bitterest international conferences in the post war period have been with relation to the use of radio frequencies. There is an international body to deal with it, the International Telecommunications Union; but I think it is accurate to say that at the moment there are no international accords in effect to which all the countries have agreed because the Iron Curtain countries in particular have refused to come to an agreement in the last few years, although the other countries are still observing the spirit of anterior arrangements, and taking them as still in effect, although they are not signed agreements.

Mr. DINSDALE: Do the Iron Curtain countries attend these gatherings?

Mr. RICHARDSON (*Director of Engineering, Canadian Broadcasting Corporation*): They attended the Atlantic sittings and the Mexico City conferences, and they came to the conference in Italy, but only stayed a few days and then walked out.

The CHAIRMAN: Now we are through with the International Service. Mr. Fleming was called out of town on Friday, and he asked me if it would be possible, with the consent of the committee, for him to revert to television and ask a few questions on that subject.

Mr. GOODE: And you will allow other questions too, will you not?

The CHAIRMAN: Surely.

By Mr. Fleming:

Q. Thank you. Mr. Dunton, I would like to go back to something which is not new and I am sure you would be disappointed if I did not raise it, namely, the television broadcast on Christmas Eve in which Mr. Brock Chisholm participated when the sensibilities of many people at that particular season, youngsters particularly, on the matter of Santa Claus and the relationship of Santa Claus to Christmas were offended. Where did the idea of that particular broadcast originate, Mr. Dunton?—A. I think it originated in various people's minds, it was an idea that misfired. It was on December 23 and I think the original idea dealt with by different people, some in Vancouver, some in Toronto and some in Ottawa. The original idea had been sort of a

joke, having an unknown Santa Claus come on and it turned out in a humorous way to be Brock Chisholm, who has been known to express views on Santa Claus. It somehow got off the rails and the participants got into serious discussions and it was not a successful broadcast.

Q. Well, surely that sort of thing is not likely to happen again? I do not want to spend time going over something that is a closed book.—A. We would hope it would not happen again.

Q. Very well. Mr. Dunton, you gave us some figures on the Hamlet program, which cost \$30,000 for production; have you any other programs that you could give us some figures on to provide some basis of comparison? I repeat now what I had to say about costs. There is no reflection on the quality of the performance which I think have been accepted with a great deal of appreciation, but I am interested in getting some comparison of costs.—A. I think I explained that at the opening of the committee that in general we have to count on the cost for a studio production of about \$10,000 an hour or \$5,000 a half hour. That is a production using talent and some real performances and creative effort in it and those costs include everything, they are on a full cost-accounting basis including charges for the facilities used and that sort of thing, they are not just out-of-pocket costs. That is about the magnitude of the way our costs run for studio productions. Some have been running above that, some below, a bit below \$5,000 for a half hour, some have been somewhat above \$10,000 for the hour and some a little below. As I pointed out before, that compares with the ranges of cost of American networks of \$25,000 to \$30,000 for, in many cases, a half hour, fairly "run of the mill" network show.

Q. Well, can you give us any other programs? Have you had any other of the longer programs which would show a comparable expenditure to the one you cited, or does it rank as extraordinary?—A. We have had one or two, for instance, "Der Fliegermaus," the opera, about a year ago and it was about the same, a bit above \$30,000. Those are for two-hour programs, so we are getting an average cost of about \$15,000 cost an hour for these programs as against averages running around \$10,000, so the extra effort in cases like this does not mean any great deal in comparison with the more regular programs.

Q. Are there any other comparable examples you could give us?—A. I cannot think of any other major ones, we have so far not tried many of the two-hour length programs. As I say, most studio programs of an hour run \$10,000 to \$12,000.

Q. Yes, well what are your programming plans in this regard in the future? Do you intend to increase the number of two-hour major programs or have you reached any conclusions in the light of the experience you have gathered thus far?—A. We will be trying to weigh the effect and value you get for money spent. I would think from the light of experience, next year the C.B.C. will probably try several major efforts of this kind because the money is probably just as well spent as on two more ordinary programs of an hour's length and costing \$10,000 to \$12,000 each.

Q. I quite agree with that, but I take it this means an increase in the number of two-hour programs?—A. We expect so and hope so and we also think there is a pretty good chance of getting advertising association next year which will cut our net cost very greatly.

Q. Did you have any sponsorship revenue on the Hamlet production?—A. No, but I think arising from that there will be a much better chance of getting sponsors for productions next year. There have been discussions in those terms already.

Q. On your revenues from sponsors, what are the major sources; where have you been most successful in listing sponsors for your programs?—A. As you probably know, we make the most money from spot announcements, and through what are known as spot programs, that is from networks coming directly to our stations on film. We make much less from American network programs coming through; and, as you know, taking everything into consideration, we usually do not make money on programs we produce in Canada and have sponsorship for. I think our people have been pretty successful in getting the advertising sponsor for quite a wide variety. There are three drama shows, network shows that are being sponsored now, about half a dozen variety shows. I think it is interesting that we have sponsorship for three drama shows in English and some of the very good efforts on the French network are being sponsored. The range on the type of program for which we have sponsors is very broad and we are very happy about it.

Q. You have not found that the sponsors lean to the lighter type of program?—A. They usually do. I think the sponsors tend, to a great extent but not entirely by any means, to the cost per thousand of getting their advertising message across, and in general it looks as if it costs less per thousand for a lighter or more popular type of program. In some cases we have been able to interest sponsors in some programs such as our drama on Tuesday and I think we might do better in the year or two ahead following some of the performances this year in getting sponsorship for programs of a more creative type.

Q. No doubt the advertiser is looking at listener interest?—A. Yes.

Q. Now, in the light of your services, say over the last year, where do you find your principal listener interest lies among the different kinds of television programs you are conducting? I think the principal interest lies in sports programs and that they have the biggest following among all the programs going over the C.B.C. television facilities.—A. Naturally we tend to get the biggest audiences for the big expensive light entertainment programs.

Q. More so than the sports?—A. Sports have been very high, things like hockey and football have been pretty well comparable but, of course, they do not go on all during the year, but the big sports events in Canada certainly draw just about as much as most of the expensive entertainment programs from the United States.

Q. I would think that more people in Canada saw the television broadcast of the Grey Cup last fall than have ever seen any other program in Canada?—A. They very likely did. That was a special case and we would like to have some more programs of that kind.

Q. Or Grey Cup matches?—A. Yes. We find, too, quite large audiences for things like good drama; that the television news has a very big audience here, also the Tabloid or Almanac type of program and the news draws very well.

By Hon. Mr. McCann:

Q. Have you had any offers to sponsor the news or would you expect any?—A. It has been our policy so far not to have the news sponsored.

Q. What would be the objection of a short announcement that somebody sponsors it?—A. It has always been our thought that there should be no suspicion at all that any sponsor or anyone in any way dictates the slant of the news. It is entirely impartial.

By Mr. Goode:

Q. Has there ever been any suspicion of sound broadcasting with a sponsor supporting the news broadcasts on a private station dictating the attitude of

the news broadcasts? I certainly have never heard of it.—A. I would not like to be specific but certainly in broadcasting in general on the continent there have been cases where it has been a subject for discussion.

Q. I do not know that I will argue with you on that. However, it is your policy to have non-sponsored news. The only thing is: it is my impression that you are coming to a period within the next three or four years of diminishing returns and this policy cannot be too fixed because you are going to have to look for income from sponsors; you have no other place to get it unless you go to the parliament of Canada and you may have to change that policy later on. In regard to that, what is the C.B.C. expectation of income from the 15 per cent over the next five to ten years, you must have considered that?—A. We have some guesses.

The CHAIRMAN: I think you are going over—could you wait for the financial statement?

Mr. GOODE: Yes, of course. There is one other thing. I have here, because it was just curiosity on my part, the situation of British Columbia in regard to CBUT and the United States station beaming in Canadian broadcasts. They mention here that the CBUT total local business is approximately \$300,000 a year; would you like to confirm that figure. I am not on the financial statement because this is not mentioned there.

The WITNESS: Yes, the revenue accruing in respect of that station itself would be about that right now.

By Mr. Goode:

Q. From local business, from British Columbia business only?—A. No.

Q. How much would the local business bring into CBUT?—A. I would have to check that.

Q. Could we have that checked, and I would like to reserve any further questions on this until it has been checked?

The CHAIRMAN: Very well. Any other questions?

By Mr. Dinsdale:

Q. Just before we leave TV, Mr. Chairman, I was wondering what the reaction was to the covering of the opening of parliament. I imagine that was fairly popular, was it?—A. Yes, I think I said before we got very good reaction to it and almost entirely favourable. It seemed that a great many viewers watched it and we had a lot of comment and a lot of it was along the line of, "I had no idea what it was like before." One thing, the television viewers saw more of what went on than anybody has been able to see before because they could see outside, in the corridors, in the Senate chamber and various things which usually you cannot see because you cannot move around and see everything. Some schools set up sets especially and were very interested.

Q. Has the success of this particular program established any precedent; are there plans to have regular coverage?—A. We would hope to.

Q. Of a parliamentary event of this kind or even a further explanation and coverage of parliamentary activities?—A. We are always interested in covering things that seem to be interesting to the public.

Q. Was the film or the program "Parliament at Work" a C.B.C. project or the National Film Board?—A. The National Film Board.

Q. You were collaborating with them, were you?—A. No, in cases like that we have agreement that they cover it and we buy the first Canadian television rights, but they produce it on their own. We collaborate to the extent of paying them for the use of it.

Q. But you have not purchased the rights for this particular one?—A. No.

Q. I suppose you cannot say whether there is any possibility of salvaging a film like that for C.B.C. television?—A. No, I cannot.

By Mr. Richard (Ottawa East):

Q. There was no extra expense in respect to the transmitter network for Hamlet, was there?—A. Well, it is part of our distribution system. There is no extra expense because we are always paying something, there is always an expenditure for a kinescope recording when it is projected or shipped.

Q. Nothing for the actors?—A. No, because in all these cases we had originally paid for the one-time Canadian rights across the country. In other words, we can play it once across the country.

Q. Is that good for a long time?—A. It will last physically for a long time but our rights last only for sixty days.

By Mr. Goode:

Q. When does that go over Vancouver? When will Hamlet be shown over station CBUT?—A. I think it was shown two weeks after the showing in Toronto. It all goes out by recording as part of our general national service to them.

Q. Do you charge the private stations for it?—A. No, the whole thing goes to private stations free of charge and if it is a commercial program they get revenue from it.

By Mr. Dinsdale:

Q. Has there been any interest in having provincial legislature activities or the activities of local councils covered?—A. I have not yet heard of any.

Mr. BUSHNELL: Subject to correction, I believe that we have covered the openings of parliament in Manitoba and Nova Scotia on film.

The WITNESS: But none of the actual proceedings.

Mr. BUSHNELL: I did not understand that was part of the question but if that was the case, the answer is no.

Mr. DINSDALE: I was asking about any kind of provincial legislative activities.

Mr. BOISVERT: I should like to ask one question of Mr. Dunton with respect to news broadcasts. Do the private stations accept sponsorship for news broadcasts?

The WITNESS: As a rule, yes.

Mr. BOISVERT: Thank you.

The CHAIRMAN: Any more questions? If it is agreeable to the committee, we will now adjourn until Thursday at which time we will discuss finance which begins at page 40. Is that agreeable?

Some Hon. MEMBERS: Agreed.

Mr. BOISVERT: Mr. Chairman, on Thursday the committee on procedure is meeting at 11 o'clock.

The CHAIRMAN: Then we could sit on Thursday afternoon and evening.

Mr. BOISVERT: Yes, it would be agreeable.

Mr. FLEMING: Could we start at 10 o'clock on Thursday?

The CHAIRMAN: And finish at 11 o'clock?

Mr. BOISVERT: There is another committee, capital punishment, which meets at 10 o'clock, and the External Affairs committee meets at 11. It makes it very difficult—

The CHAIRMAN: There is not a meeting of the committee on external affairs.

Mr. BOISVERT: The votes and proceedings indicates that we are going to have a committee on external affairs.

The CHAIRMAN: It is not on this list.

Mr. GOODE: In order to meet the hon. members convenience, would it not be satisfactory to sit in the afternoon and evening on Thursday, as you originally suggested, Mr. Chairman?

Mr. FLEMING: It takes us out of the House too much.

The CHAIRMAN: Yes, but we have a long way to go as yet, Mr. Fleming, if we are to finish our work.

Mr. FLEMING: Let us call the meeting on Thursday for 11.30 instead of 11 o'clock. I do not know how long we will be on that committee on procedure. but if the committee goes on beyond 11.30 we will have to choose to be in one place or the other. It is most difficult with all the committees that are sitting now.

The CHAIRMAN: On the motion of Mr. Boisvert, the committee will now adjourn until Thursday morning at 11.30.

Some Hon. MEMBERS: Agreed.

APPENDIX "A"

1. Canadian Broadcasting Corporation, International Shortwave Broadcasting Service Expenditure and Revenue from 1950-51 to 1954-55 inclusive.

2. Canadian Broadcasting Corporation, International Shortwave Broadcasting Service, Capital Expenditures from 1950-51 to 1954-55 inclusive.

3. Canadian Broadcasting Corporation, International Shortwave Broadcasting Service, Maintenance and Operation, 1954-55 Expenditure and estimated expenditure for 1955-56.

No. 1

CANADIAN BROADCASTING CORPORATION
INTERNATIONAL SHORTWAVE BROADCASTING SERVICE
EXPENDITURE AND REVENUE FROM 1950-51 TO 1954-55 INCLUSIVE

	<i>Maintenance and Operation</i>		
	<i>Expenditure</i>	<i>Revenue</i>	<i>Net Expenditure</i>
1950-51	\$ 1,678,235	\$ 79,835	\$ 1,598,400
1951-52	1,924,581	101,532	1,823,049
1952-53	1,998,246	159,770	1,838,476
1953-54	2,088,870	179,492	1,909,378
1954-55	2,254,625	168,730	2,085,895
Total	<u>\$ 9,944,557</u>	<u>\$ 689,359</u>	<u>\$ 9,255,198</u>

No. 2

CANADIAN BROADCASTING CORPORATION
INTERNATIONAL SHORTWAVE BROADCASTING SERVICE
CAPITAL EXPENDITURES

1950-51	\$ 806,631
1951-52	226,391
1952-53	127,065
1953-54	80,402
1954-55	43,697
Total	<u>\$ 1,284,186</u>

No. 3

CANADIAN BROADCASTING CORPORATION
INTERNATIONAL SHORTWAVE BROADCASTING SERVICE
MAINTENANCE AND OPERATION

Details by Objects	1954-55 <i>Expenditure</i>	Submitted 1955-56
Salaries	\$ 988,125.95	\$ 786,000.00
Performers' Fees	193,328.80	140,000.00
Superannuation—U.I.	42,131.36	37,500.00
News Services	61,152.39	50,000.00
Postage	56,819.02	35,000.00
Printing of Publications	75,732.52	40,000.00
Printing & Stationery—Gen.	45,409.46	40,000.00
Rental of Accommodation	3,739.14	2,500.00
Telegrams, Telephones, Teletypes	46,679.42	35,000.00
Travelling, Removal & Duty Ent.	50,206.07	34,000.00
Transmission Lines	21,270.54	15,000.00
Power, Water Rates, etc.	53,998.33	51,000.00
Freight, Express & Cartage	17,362.47	15,000.00
Montreal-Sackville Line	41,672.98	41,000.00
Improvement to Leased Properties	—	—
Fuel	15,935.35	18,000.00
Recording Blanks & Tapes	46,926.35	45,000.00
Advertising & Publicity	11,196.89	10,000.00
Records & Transcriptions	27,609.52	20,000.00
Maintenance—Technical	21,230.78	17,000.00
Maintenance—Buildings	24,887.82	10,000.00
Maintenance—General	96,589.47	88,000.00
Audience Research	326.22	1,000.00
Professional & Legal Expenses	2,270.00	1,500.00
General Operating Overhead	15,668.46	10,000.00
Pool Services	186,992.76	200,000.00
Supervision Charges	107,363.10	87,125.00
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	\$ 2,254,625.17	\$ 1,829,625.00
Revenue	168,730.00	215,000.00
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Net Expenditure	<u>\$ 2,085,895.17</u>	<u>\$ 1,614,625.00</u>

